



WEST BENGAL STATE UNIVERSITY
B.A. Honours 5th Semester Examination, 2022-23

JORACOR11T-JOURNALISM AND MASS COMMUNICATION (CC11)

GLOBAL MEDIA AND POLITICS

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Who was Paul Joseph Goebbels?
 - (b) What is NANAP?
 - (c) What do you mean by the term 'Media Conglomerate'?
 - (d) What is CNN Effect?
 - (e) What is embedded Journalism?
 - (f) What was the date on which Zee TV was launched?
 - (g) Which agency used to supervise Radio Free Europe during its early days?
 - (h) Mention two Indian reality shows which have been adapted from global programmes.

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) Morse code
 - (b) Cultural Imperialism
 - (c) Propaganda in Nazi Germany
 - (d) Free Economy.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) The Western world opposed the move of Third World Countries for removing imbalances in the flow of information. Do you agree with this view? What steps did the Third World countries take to bring a "New World Information and Communication Order?" 4+6
 - (b) Analyse the role of media dealing the 9/11 incident of Global Terrorism. 10
 - (c) What is Digital Divide? Discuss its effects on global communication. 10
 - (d) Describe in brief about the Big Media conglomerates and their influence on global news and entertainment. 10
 - (e) Explain in brief the reason for the hegemony of the US news agencies in supply of Global News. 10

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